RIDDELL SIDELINE RESPONSE SYSTEM



Riddell

RIDDELL RESEARCH = THE MODERN FOOTBALL HELMET

REVOLUTION

REVOLUTION IQ

REVOLUTION SPEED

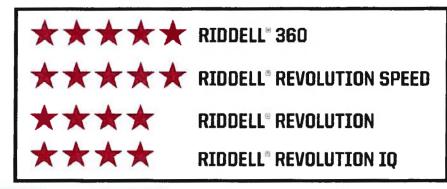
360









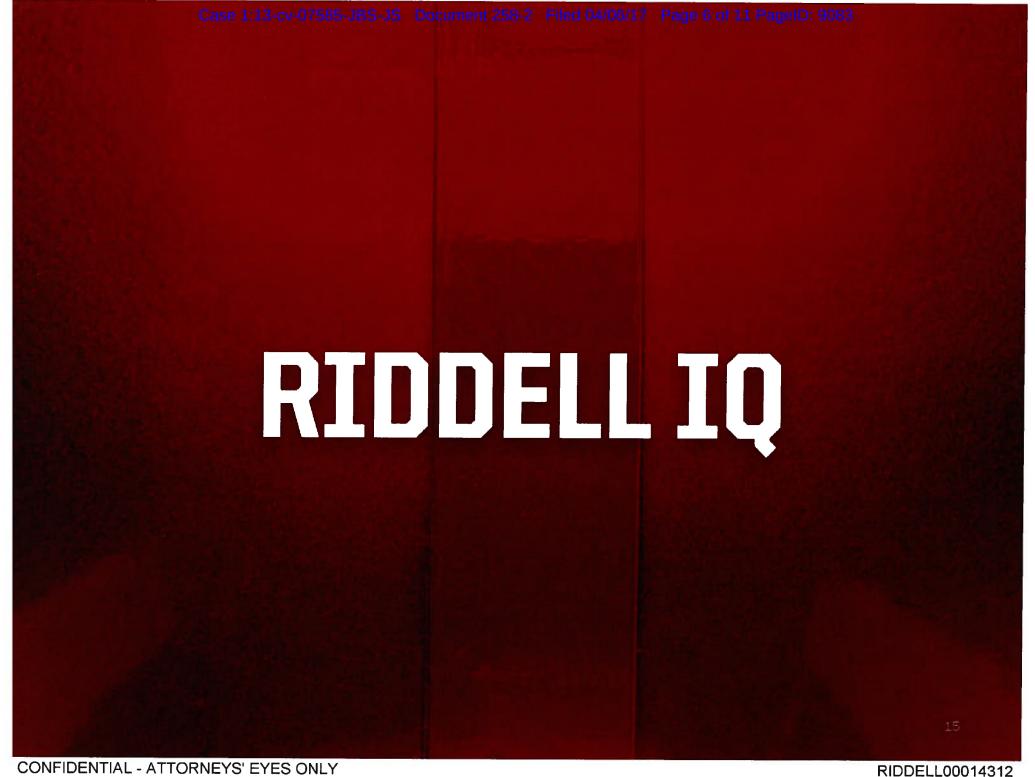




Riddell

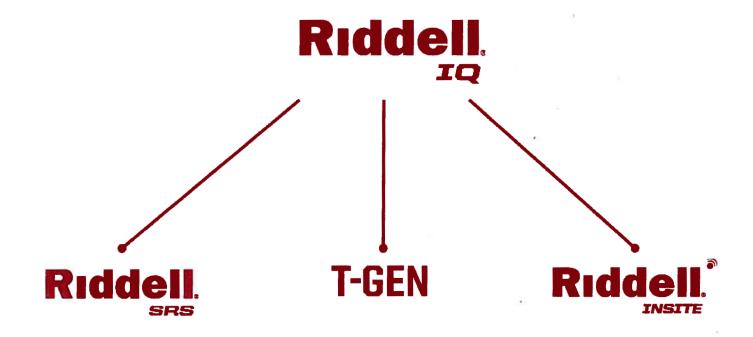
T-GEN + RIDDELL = SEEKING THE NEXT BREAKTHROUGH

- TGen is a Phoenix, Arizona based non-profit research organization
 - Focus on research on neurological disorders, cancer and diabetes
- Study is designed to advance concussion detection and treatment
 - Merging an athlete's genetic information with data captured by the Riddell Sideline
 Response System
 - Specific Objectives
 - Develop a simple medical test for concussion
 - Utilize learnings to further inform football helmet development
 - Refine impact monitoring and alerting technology
 - Study will begin with football, but has the potential to improve helmets for all sports
- Pilot study underway Fall 2013 with Arizona State University



Riddell

THE BIGGER PICTURE



FUTURE HEAD PROTECTION INNOVATION



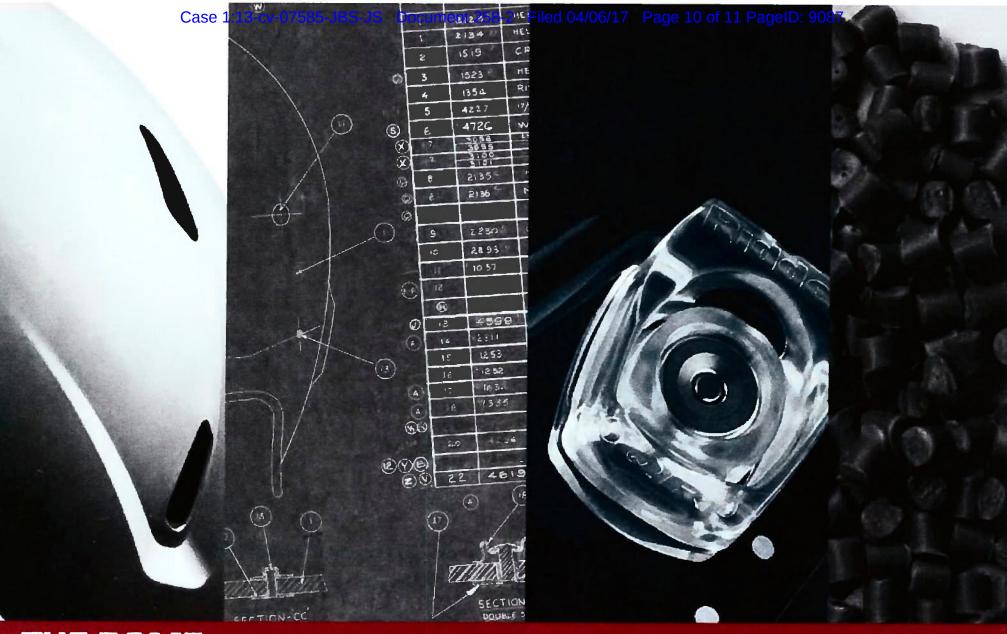








CORE EQUIPMENT



THE DOME

- The world's deepest talent pool committed to state of the art in head protection
- Advanced concepts expertise engineering, design, materials and testing

